WHAT IS CLAIMED IS:

1. A high speed method of producing booklets having personalized information therein comprising:

providing a first continuous web, the web defining a first half portion and a second half portion in the width wise direction of the web;

printing non variable images and/or text on at least one of said first half portion and said second half portion first face;

providing variable information on at least a first face of said first half portion of said first web, said variable information including outgoing address indicia;

providing at least one second, label web, each second web defining a first half portion and a second half portion in the width wise direction;

printing at least one of images and text on at least a first face of said first half portion of said second web;

applying glue to the second face of the first half portion of said second web;

adhering a release liner to cover and protect said glue on said second web second face;

cutting said first half portion of said second web to define labels or stickers supported on said release liner;

providing at least one third web, each third web defining a first half portion and a second half portion in the width wise direction;

printing at least one of images and text on the first face of the first portion of the at least one third web;

stacking the first through third webs;

securing the stacked webs at a widthwise middle thereof;

folding the stacked webs along the widthwise middle thereof; and

cutting the stacked webs in a direction transverse to the feed direction of the webs to produce discrete booklets.

2. A high speed method as in claim 1, wherein said providing variable information on at least a first face of said first half portion of said first web comprises printing outgoing address indicia directly on said first half portion.

3. A high speed method as in claim 1, wherein said securing comprises applying a glue stream to the widthwise middle of at least one face of at least one of the second and third webs before said stacking.

4. A high speed method as in claim 1, wherein said securing precedes said folding.

5. A high speed method as in claim 1, wherein said cutting precedes said folding.

6. A high speed method as in claim 1, further comprising forming at least one perforated line extending in the web feed direction adjacent and parallel to the width wise middle of the third web.

7. A high speed method as in claim 1, wherein said cutting comprises kiss-cutting the first portion of the

at least one second web to define discrete, generally rectangular label portions;

8. A high speed method as in claim 1, wherein the release liner is provided as a continuous web.

9. A high speed method as in claim 1, wherein there are at least two second webs for forming labels, at least one of said second webs being printed with variably imaged address indicia corresponding to said outgoing address.

10. A high speed method as in claim 1, wherein there are a plurality of third webs.

11. A high speed method as in claim 1, comprising variably printing each third web on the first face of the first portion and on the second face of the second portion.

12. A high speed method as in claim 11, wherein said variable printing on each third web corresponds to at least a portion of said outgoing address indicia.

13. A high speed method as in claim 1, further comprising die cutting the cover page to define a removable reply slip.

14. A personalized label and note paper booklet for direct mail comprising:

a first sheet defining a first half portion and a second half portion in the width wise direction, non variable images and/or text being printed on at least one

of said first half portion and said second half portion first face, and variable information being provided on at least a first face of said first half portion of said first web, said variable information including outgoing address indicia;

at least one second, label sheet, each second web defining a first half portion and a second half portion in the width wise direction, at least one of images and text being printed on at least a first face of said first half portion of said second sheet;

glue disposed on the second face of the first half portion of said second sheet;

a release liner adhered to cover and protect said glue on said second sheet second face;

said first half portion of said second sheet being cut to define discrete labels or stickers supported on said release liner; and

at least one third, note paper sheet, each third sheet defining a first half portion and a second half portion in the width wise direction, at least one of images and text being printed on at least a first face of said first half portion of said third sheet;

wherein said first through third sheets are stacked,

said stacked sheets are secured at or about the widthwise middle thereof, and

said stacked sheets are folded along the widthwise middle thereof.

15. A booklet as in claim 14, wherein the stacked sheets are secured with glue.

16. A booklet as in claim 14, wherein there is at least one perforated line defined adjacent and parallel to the width wise middle of the third sheet.

17. A booklet as in claim 14, wherein there are at least two second, label sheets, at least one of said second sheets being printed with variably imaged address indicia corresponding to said outgoing address indicia.

18. A booklet as in claim 14, wherein there are a plurality of third, note paper sheets.

19. A booklet as in claim 14, wherein each third sheet is variably printed on the first face of the first half portion and on the second face of the second half portion, said variable printing on each third web corresponding to at least a portion of said outgoing address indicia.

20. A booklet as in claim 14, wherein the first half portion of the first sheet is die cut to define a removable reply slip.